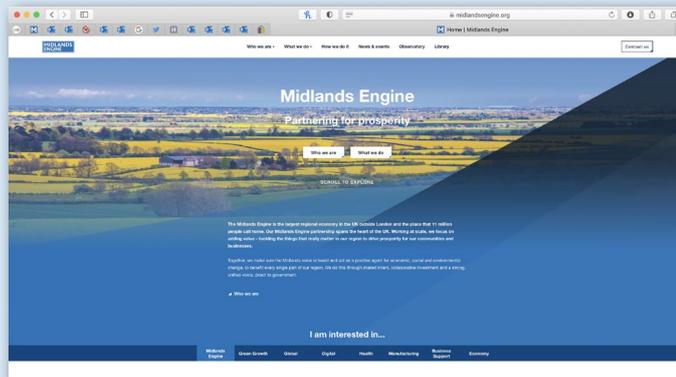




Website refresh - www.midlandsengine.org

Now launched, the new Midlands Engine website features a personalised user journey, cutting-edge look and intuitive design, and rapid access to information. The Library, which houses briefings, reports and brochures, is fully searchable. Initial feedback from the Department for Levelling Up, Housing and Communities has been positive, especially on ease of navigation.

Work continues to grow and develop content, including incorporating our Observatory Intelligence Hub.



Communications campaign highlights

We have focused on a number of key events in recent weeks, including the [Health and Life Sciences Symposium](#), the [Regional Revolution: Reigniting Manufacturing](#) event at the Morningside Arena and partner COP26 events, including the Regional Roadshow and Midlands Energy Summit. In December, a full media launch of the [Midlands Engine Hydrogen Technologies Strategy](#) was coordinated, with partners, stakeholders and over 100 regional MPs, Ministers and Shadow Ministers emailed directly with a summary and link to download the strategy.



State of The Region 2021 & Partnership highlights 2022

To support the launch of the Observatory 2021 State of the Region report, a [10-minute film was commissioned](#) featuring national experts discussing key findings. As in previous years, a film has also been produced to showcase key partnership moments and milestones during 2021. With contributions from across our partnership, these films will be promoted and shared widely on Midlands Engine digital channels in early 2022.

Digital communications

A strong calendar of events and milestones throughout the autumn has provided a wealth of material for stakeholder engagement on Twitter and LinkedIn. The Midlands Engine newsletter continues to gain more subscribers with nine issues published since 1 April. The most recent had over 2200 clicks on content. For the latest digital reach and engagement figures, please see the [Communications Dashboard](#).



Voice to government

Following our chairman, Sir John Peace, writing to welcome new Ministers in the autumn, a programme of ministerial engagements is now underway, supplemented by work to drive awareness and seek opportunities for engagement with parliamentarians - by our partners, Lodestone. The launch of the Hydrogen Technologies Strategy, on the same day as an APPG on Hydrogen, provided an opportunity to connect with all participating MPs and those with specific interest in the energy sector. [Supporting quotes](#) were secured from Greg Hands MP, Minister of State for Energy, Clean Growth and Climate Change, and Darren Jones MP, Chair of the Business, Energy and Industrial Strategy Committee. An article on Midlands Engine, led by Darren Henry MP, focused on Midlands opportunities and regional potential, was also published in [ConservativeHome](#).